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(54) **USING FACE DETECTION TO UPDATE USER INTERFACE ORIENTATION**

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(57) **ABSTRACT**

An orientation of an application user interface (e.g., text and/or content) on a display of a device may be determined by an orientation of the device relative to gravity. In situations where the orientation of the device relative to gravity does not provide a confident or accurate orientation for the application user interface, orientation of the application user interface may be determined from face orientation data. Face orientation data may be obtained from a face detection process operating on images of the user captured during a facial recognition process or during an attention detection process.